

WANAMAKER'S

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Rare Rugs from the Orient

FIRST EXHIBITION DAYS

TRADITION is their guide; heredity their inspiration, and those tireless toilers in Sunrise Lands continue to contribute the best-loved floor coverings that come to America. There is no advance—for those people to change is to turn from making real things and to commence the making of deceptive ones. And to tell the real from the sham, and to buy at commercial worth, is the very hard task of the American collector of Oriental Rugs.

Experts need no descriptive tags—the art of one section never crosses the hills. The Bokhara is the Bokhara of a thousand years ago as far as its distinguishing design goes. There is refinement or coarseness, that is all—as the bit of sewing in milady's boudoir differs in fineness from the sturdier work of the needle.

This Sarouk, in its queer design of animals and birds is but a sturdier form of the silken Sarouk. The latter is only for a wall hanging; the rug we show is for immense service-giving. \$3,600.

This Kirman is of rarely-exquisite coloring. Thirteen feet by ten feet, and an inch over each way. There are Kirmans of newer, less durable make. This is of the old good quality and quite the usual money's worth at \$2,000 to \$2,800. It is \$1,200 here.

And herein comes the Wanamaker helpfulness—Oriental Rugs are sold as prosaically as anything else here. With the most careful buying by our own staff we get close to intrinsic worth. You pay this first worth plus our fair charges for the services we render. Prices are as plainly marked on rugs here—are as fair and undeviating—as on any goods we sell. We buy as connoisseurs—intelligently, guardedly; we love the rugs as bits of textile art, but they are merchandise, after all, to be dealt with as we deal with silks and diamonds; yes, and muslins.

Considerable advantage this year—to us, and hence to you—in our being rather late in the great rug marts. The sellers have few ethics beyond making the best of things, and the arrival of a number of rug buyers at the same time is a stimulus to prices equal to an American cornering of markets. Then, too, buyers are apt to be forced to take "rounds"—collections of varied qualities. We were free to choose.

Not all rugs are priced in the thousands. A few dollars will buy a commendable example of this highly-prized Eastern textile art.

Exhibit and regular stocks on third floor.

New Silks at Half Price, or Near It

Of course, if business had no uncertainties, the case would be different. Nobody thought that a firm change would let out a mill's product at a loss of three thousand dollars (in the face of active and higher silk prices), but just that happened. And we took all.

There are \$1 and \$1.25 silks at 65c.
There are a few 85c silks at 65c.
There is a little lot of 75c silks at 65c.

But the bulk of the lot is in the finer grades—all the silks are sent to us straight from their makers. There are many colorings and kinds, as this list shows—

Plaid Taffetas—black and white satin bars on blue, cerise, lilac, brown, black and pink grounds.
Glaze, Shepherd Taffetas—double colors; colors on white.
Plaid Taffetas—colors and black with hair-line cross-crosses and satin bars.

Cameo Striped Taffetas.
Plain Taffetas—twenty-one of the new colorings.
Satin, Surahs and Taffetas in a pretty hodge-podge—hard to describe without making an unduly long list.

Rotunda.

The Very New Hats at \$5 and \$10

Charmingly pretty hats have been conjured up by our expert trimmers to sell at \$5 and \$10.

The materials are all first rate (we do not believe it economical to skimp on quality); the hats are chic and tasteful.

Black spangled toques are quite a feature. And velvet hats—some black, some violet—trimmed with violet flowers, twist or twine of silk, grebe breasts and ornaments. \$5, \$6 and \$10.

Second floor, Tenth street.

Parlor Furniture at Half Price

A hundred odd bits, that's all—but they are a manufacturer's odd-lings, hence, new and bright—such pieces as fit in with almost any diversified scheme of furnishing. Mostly covered in silk damask; some of the frames are real mahogany; some, imitation—no guess work—the tags and the salesmen tell the truth. These price hints may be helpful—remembering that we have "just one" of most of the items—three, four or five at most—

\$5 each, regular price \$10—4 reception chairs, silk damask covers.
\$6 each, regular price \$10—5 imitation mahogany parlor chairs, silk damask covers.
\$6.25, regular price \$12—Imitation mahogany parlor chair, silk damask cover.
\$6.50, regular price \$12—Imitation mahogany parlor chair, silk damask cover.
\$6.50 each, regular price \$13—2 mahogany arm chairs, silk damask covers.
\$6.75, regular price \$12—Imitation mahogany side chair, silk damask cover.
\$7.25, regular price \$14—Imitation mahogany reception chair, silk damask cover.

\$9 each, regular price \$16—2 mahogany sofas, silk damask covers.
\$10, regular price \$18—Mahogany reception chair, silk damask cover.
\$12, regular price \$20—Imitation mahogany sofa, silk damask cover.
\$13.50 each, regular price \$22—Two imitation mahogany sofas, silk damask covers.
\$14.50 each, regular price \$25—Three imitation mahogany sofas, silk damask covers.
\$16.50, regular price \$28—Imitation mahogany sofa, silk damask cover.
\$17 each, regular price \$30—Three imitation mahogany sofas, silk damask covers.

May we send them home at once? Our storage house is full.

Fourth floor.

Women's Tailoring

No, that word isn't broad enough—let us say "dressmaking," for whether the need is for most rigorous tailored gown or a fluffier affair for the debutante's first appearing, we are organized to give quite the Paris chic and elegance. A friend found out that at one late function there were fourteen Wanamaker gowns. Alike! Not a bit of it—that's half the charm: The absolute exclusiveness of yours.

Fifth floor.

Flannelette Wrappers

Seems strange that mills should make ugly patterns when pretty ones cost no more. We have to choose flannelette garments with care—you shall not look like a fright by our help. The wrappers are neatly made.

\$1, \$1.50, \$1.75, \$2 and up to \$3.50. All have a touch of trimming.

Underwear Store, Second floor.

Bed Sets

some—fact is, we picked out these as, particularly tempting samples. A bit mussed or soiled from show—you may freshen them up for your own use—we give you a third of their worth for your trouble. These are full size for double beds. Were \$25 to \$60. Are \$17.50 to \$40.

In the Upholstery Store, Third floor

Stock Collars

It simply doubles your pin-money if you find the collar you want among this half-price lot. Regular style; regular 50c and \$1 qualities—the finer ones of peau de soie—a good range of colors—

25c and 50c
With the Neckwear, Broadway and Tenth.

Formerly
A. T. Stewart & Co.,

Fifth-floor Bargain Store

Interesting, every day, because the bargains are very real. This is not an output for trash—but a selling place for dependable goods that for some reason or another are forced to sale at somebody's loss.

Dress Goods.

This of staple stuffs—black and colored. They would readily bring much higher figures regularly if we so marked them, but we're offering these as they came to us—very cheaply. For instance, there are checked and striped suitings—copies of best English goods—at 31c yd.; regularly selling at 50c.

And these desirable black dress goods: All-wool chevrons, at 37½c instead of 50c; all wool French granite at 50c instead of 75c; all-wool figured granite at 65c instead of 85c; and French Drap d'Ete at 80c, 90c to \$1.25; imported to sell at \$1.65 and \$2 yd.

Also about 400 remnants and dress lengths of black fabrics—novelties, chevrons, serges, crepons, poplins, silk warp Henriettas and cashmeres—half and two-thirds former prices.

Silk and Velvet Remnants

One to eight yards in a piece. Beautiful silks in the most favored patterns—hence remnants. Elegant velvets, too. Prices are fully one-quarter less than regularly.

Silk Waists

Newest styles—thats of course. Pretty effects in cording, front, back and tops of sleeves. All are of fresh, bright taffetas in old rose, red, tan, violet, blue, pale blue and black. If the price were \$6 you'd think it moderate enough. Choice at \$4.75.

Colored Petticoats

Of mercerized sateen—prettier than sateen, as good; almost as pretty as silk. Neatly made—no raw seams. Five colorings. Umbrella ruffle. 65c; quite worth a dollar.

Women's Stockings

The kinds for present wear. Some of fast black, medium weight, fine gauge and elastic, 8 to 9½, at 3 pairs for 50c—they would be moderately priced at 25c a pair. Another sort at 25c that should be 38c a pair. And at 35c or 3 pairs for \$1, a quality that would be good value at 50c.

Furs

There is much of pitchy darkness in retailing yet. Take furs—high sounding names do great duty. Where shall the line be drawn? Some trade-terms seem justifiable—you have come to know that electric seal is a sort of rabbit whose fur is made almost as soft as sealskin by having the hairy part burned out with electricity, but why go on. The trouble is the price-juggling which the trade names rather help.

Will you skip the risks of paying too much, and have the comfort of knowing your furs are thoroughly good? Maybe that is enough to think of—that, and these prices—

\$5 and \$6.50—Neck scarf of Alaska sable; with cluster of tails.
\$10 and \$13.50—Scarf of mink; full circular shape, trimmed with tails.
\$15—Scarf of brown fox with head and tail—looks for all the world like the animal stretched out asleep.
\$8.50—Scarf of natural lynx—ought to be very popular, for the fur gives us a pastel shade.
\$9—Cluster scarf of brown raccoon; liberally large, fine full fur.
\$13.50—Scarf of lynx fur, almost as pretty as blue fox, that has been so popular—but the lynx gives better service.

Second floor.

Golf Caps

Six big lots of Golf Caps have been sent us from Europe this year—more are ordered. We are doing our best to meet a demand of our own creating (for we first brought golf caps to America).

The last shipment offers ample choosing for a few days, at least. \$18 to \$35.

We are taking the best of the American production besides—you'll appreciate the styles we have chosen. \$5.50 to \$15.

Maybe this lot at \$5.50 is best value of them all—a chance lot, not to be repeated—

Good looking, full sweep, plain body, with plaid hood and edge and band at skirt. \$5.50.

Second floor, Broadway.

Men's Colored Shirts

This is a large lot of \$1.50 and \$2 Fancy Shirts, though the price is but 75c. They are of percale and madras. The numerous patterns are all new—exceedingly good to most pronounced. Made honestly and with an added touch of comfort and convenience here and there. New goods that came from a maker whose cheapest product is a \$1.50 shirt. A fair proportion of \$2 quality in the lot; 75c each.

Fancy Linens

Homestitched and open-work doilies, side-board scarfs, fringed damask tray covers, damask tea cloths and linen squares—all at prices a third to a half less than original. Initialed huckaback towels, imported to sell at \$3, for \$2.50 a dozen.

Notions

Sewing-room and toilet table needs—the kind upon which you may depend. There's not an inferior article in the stock. The prices, however, are exceptionally low. A few quotations from a large list: Corset Clips, 1-in. back, 3c; Fruit Ornaments, 4c each; Porcelain Shoe Laces, 3c pair; Basting Cotton, 50c yd. spool, 3c; Taffeta Ribbon, 8c piece; Cotton Tape, 24-yd. roll, 7c; Light-weight and Rubber Lined Dress Shields, 8c and 9c pair; Mourning Pins, 2c box; Needle Books, 3c.

Little Silver Needfuls

Choose from the following and be assured the price you pay is a quarter to a third less than the actual value: Manicure and embroidery scissors, 40c each; nail polishers, 50c each; folding hook and file, 25c; desk set, seal, paper cutter and eraser, 40c set; manicure set, 3 pieces on card, hook, file and cuticle knife, 40c set; match boxes, 50c each; bangle bracelets with heart pendant, 50c.

Paper and Envelopes

Cream white linen paper at 10c a pound; envelopes to match at 12c a hundred. The values are about double.

The Sale of The Century Dictionary and Cyclopedia and Atlas

at The Wanamaker Store has totally eclipsed, in amount of money, the record of any work that was ever sold before (at retail) in the entire history of this country's book-publishing and book-selling.

These figures will make it easier for you to realize what such a statement means:

\$243,712.⁰⁰ worth, at retail prices, have been distributed through the WANAMAKER CENTURY DICTIONARY CLUB during the last 31 days

These Are Some of the Reasons for It.

First—the 1-2 Price.

That had a good deal to do with it, of course, for until lately it took a good deal of money to own a set. That's all changed now—through the Wanamaker Century Dictionary Club the work has been placed within easy reach. Half the price is gone, the remaining half divided into easy monthly payments—about ten cents a day—that's the result of our contracting for an entire edition. Hundreds and hundreds of people seem only to have been waiting for such a price-opportunity, and the sales have come quickly—are coming quicker every day.

Below are given a very few of the features embodied in The Century which make folks of all classes want so much to have the volumes in their homes, their libraries and their offices.

It is the only work that gives the

PRONUNCIATION OF PROPER NAMES, including individuals, characters in fiction, mythology and tradition, the drama and opera, works of art, famous places and objects. Nowhere else can you find BIOGRAPHICAL SKETCHES OF LIVING CELEBRITIES,

as Aguinaldo (pronounced A-ge-nal-do), Dreyfus (pronounced Dra-fus), Kruger (pronounced Kro-ger), and so on.

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with its 310 maps in from five to ten colors—all new, all authoritative—showing all that is known to-day about the North Pole region, the Philippines under American rule, the Heavens, &c.

The way it was made.

No work in the world of bookmaking was so carefully planned or so ably executed as the Century Dictionary and Cyclopedia and Atlas. The story of it is interesting. It begins over sixteen years ago, when it was decided to produce a reference work along entirely original lines that should be complete and authoritative—absolutely; not following the mistakes or methods of its predecessors. Each word and fact that went into the volumes was traced back and proven, in order that the work, in its minutest details, should be the "authority of authorities." The task was a gigantic one, involving the incessant labor of more than five hundred of the world's greatest specialists.

Each item as it was received was passed upon by a committee of experts and subjected to the closest scrutiny and the most thorough search. Money was expended without stint in exchange for truth. When all was gotten together a system of classification was devised, as comprehensive as it was simple, and a radical departure from the methods of heretofore. The illustrations were produced with as much care as the reading matter, every one of the more than eight thousand plates being absolutely correct as well as superbly executed.

Finally, when all the ten volumes were completed according to the original plan, they were revised throughout, brought down to date, with much new matter added. This revision has just been finished, and it is this newly revised edition that is being sold through the Wanamaker Club.

The new "Century" consists of ten handsome royal quarto volumes, which contain about 8,500 royal quarto pages, copiously illustrated wherever an illustration could be used to make anything clearer.

Own a set at any cost; own it preferably at the lowest cost—the new half-price offer through the Wanamaker Century Dictionary Club.

The coupon above will bring you all the details.

The above selling-record is more than a hint that the sets are melting away rapidly. We had only just so many to begin with, now it's just so few to finish with.

New York.

JOHN WANAMAKER.

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